MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

MID1043 – MULTIMODAL INTERACTION DESIGN

(All sections / Groups)

18 OCTOBER 2019
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages excluding the cover page.
2. Answer questions from both Section A and Section B. Read and follow the instructions as stated in each of the Sections.
3. Print all your answers in the answer booklet provided.

SECTION A

Instructions: Answer any two questions from this section. Each question carry similar marks (10%). Write your answers in the Answer Booklet.

Question 1

(a) See the figure below. Describe what it refers to, and explain it. (4 marks)

(b) Name any four (4) concepts or inventions by Douglas Engelbart, including what was exhibited during the "Mother of All Demos". (4 marks)

(c) Briefly define the terms *affordances* and *signifiers*. (2 marks)

[10 marks]

Question 2

(a) Describe *Interaction Design* as defined by the Interaction Design Association (IxDA). (2 marks)

(b) Name four fundamental principles of interaction. (2 marks)

(c) Name and explain the three types of personas. (6 marks)

[10 marks]

Question 3

(a) Name and explain the Three Levels of Processing in human cognition and emotion. (6 marks)

(b) Summarise and associate the Seven Stages of Action with the Three Levels of Processing. You may draw out the Seven Stages of Action to help illustrate your answer.

(4 marks)

[10 marks]

SECTION B

Instructions: Answer any two questions from this section. Each question carry similar marks (10%). Write your answers in the Answer Booklet.

Question 1

This question refers to the multimodal interaction session of Google I/O 17 "One Size Does Not Fit All" about audio interfaces and voice interaction.

(a) Describe the two main drawbacks of using voice interfaces and interaction. Use examples from everyday interactions and designs to support your answers. (4 marks)

(b) Explain the six factors that influence multimodality. (6 marks)

[10 marks]

Question 2

This question refers to the video lecture, "Living With Complexity" by Donald Norman at Stanford University.

(a) Summarise the lecture presented by Norman. (6 marks)

(b) Describe a real-world problem which you have observed, and explain what problem(s) it poses to its users. Then express your solution to the problem. (4 marks)

[10 marks]

Question 3

This question relates to your participation in the group assignment.

(a) Describe in detail and list your contributions. (6 marks)

(b) List out four (4) important issues or difficulties you observed your team had to overcome and solve. (2 marks)

(c) Explain the four (4) most important user experience mapping issues that were identified by your team. (2 marks)

[10 marks]

[END OF QUESTION PAPER]